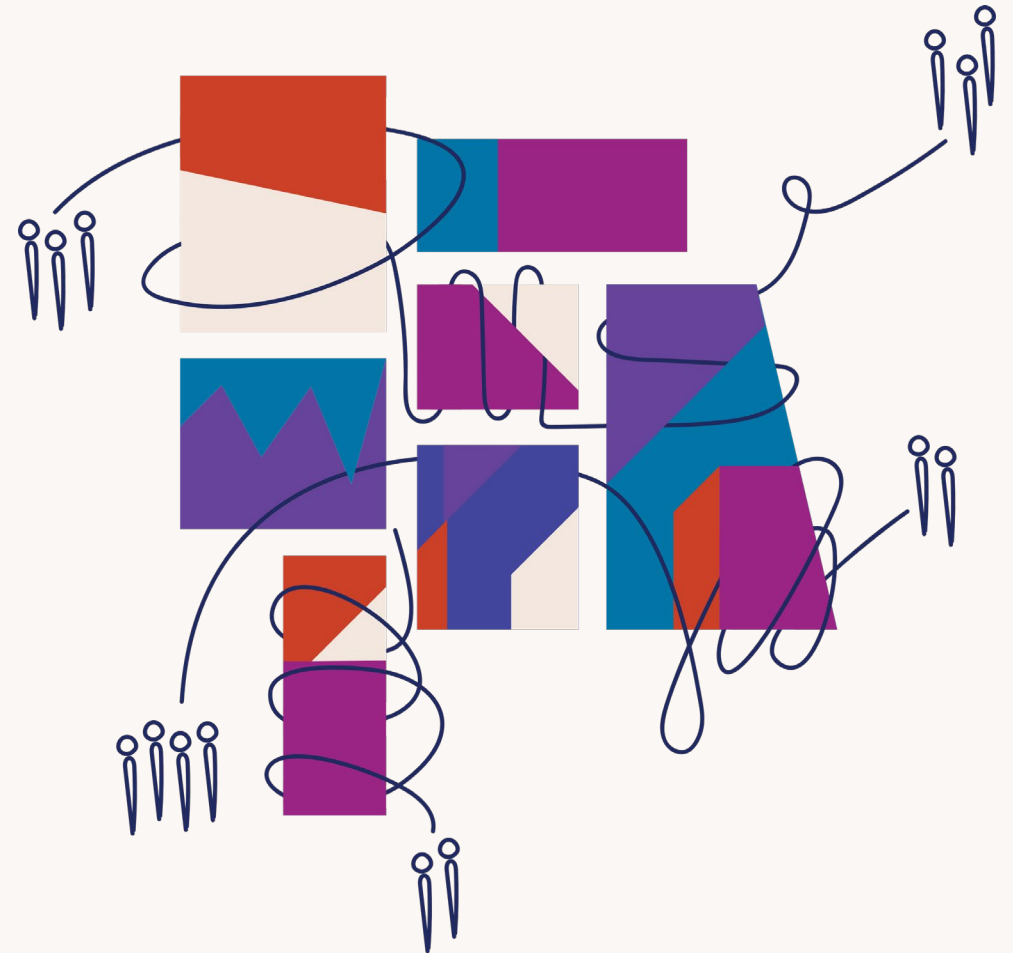


# dataplace.ai

offline analytics company

Let us show you where your consumers are.  
Effectiveness in the offline world triggered by technology.





**dataplace.ai**  
comprehensive data on:

is a company offering a portfolio of products that provide

- sales potential,
- ~ customer characteristics,
- markets locations,
- ∞ investments,
- ∞ other business drivers

**in the offline world.**

We are a Polish-Portuguese young dynamic startup that has already collected quite a few Awards.



[AULERY]



infoShare



CHALLENGE LISBON



Microsoft

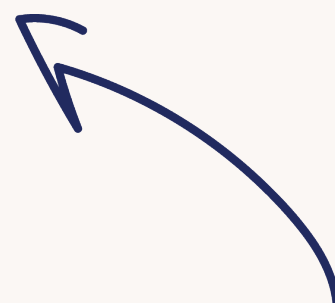


THE HEART



web summit

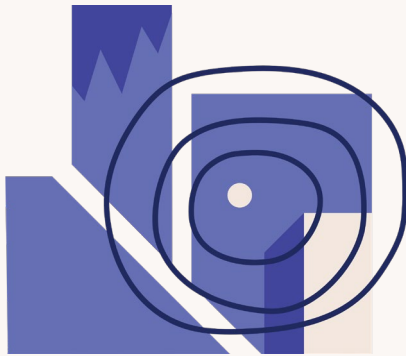
dataplace.ai is being used at a regular basic by leaders in Retail, FMCG and banking



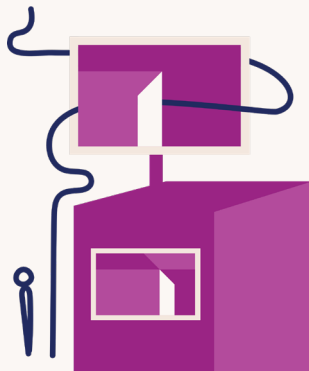
The data we process is collected independently from **millions of mobile devices**, but we also combine it with many hard-to-find sources, so we are able to make a reliable analysis of how people interact with shops or services.

By adding spatial and demographic data, **we can pinpoint exactly who the customers are and where potential customers are located.**

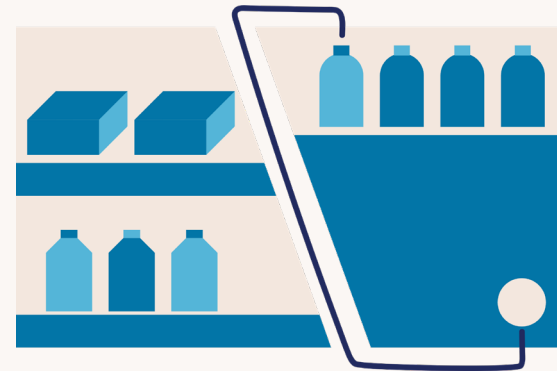
**We offer a portfolio of products that allows:**



expansion



marketing

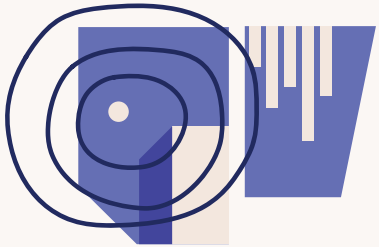


sales

teams to optimise their budgets and investments by **better understanding customer needs.**

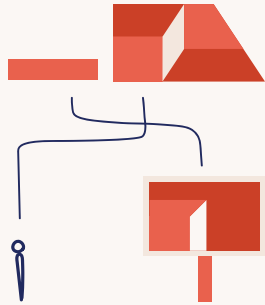
# What can we offer?

 placeme.



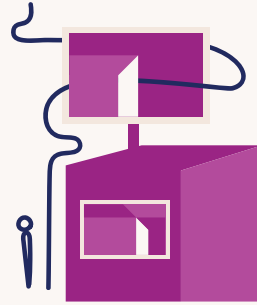
Use terabytes of data to find areas where your services are missing.

 target.



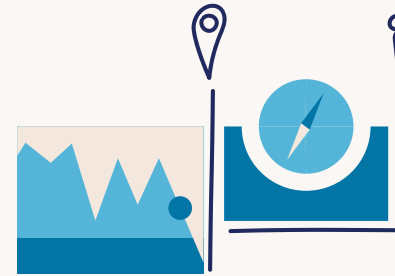
Target in-store promotions and sales reps effectively.

 persona.



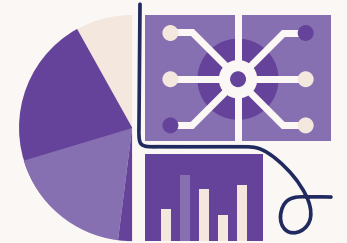
Improve the offline communication with your target groups.

 monitoring.



Do not overlook the key changes of your micro-market and use their full potential.

 source.







Get the unique geospatial data that will enhance your systems and analyses.

Let us show you where your consumers are. Effectiveness in the offline world caused by technology

**Use  
terabytes of data  
to find areas  
which lack  
your services.**

Check the sales potential of planned investments with innovative technology.

## What you can gain

-  The opportunity to develop your business in locations that will provide you with increased revenues and high profitability.
-  Support in decision-making by providing quick and easy access to answers to your questions.
-  Greater efficiency when entering a new market, thanks to strategic information about its specific characteristics and features.
-  Reducing the risk of loss of profitability - understand all the elements that affect your return on investment

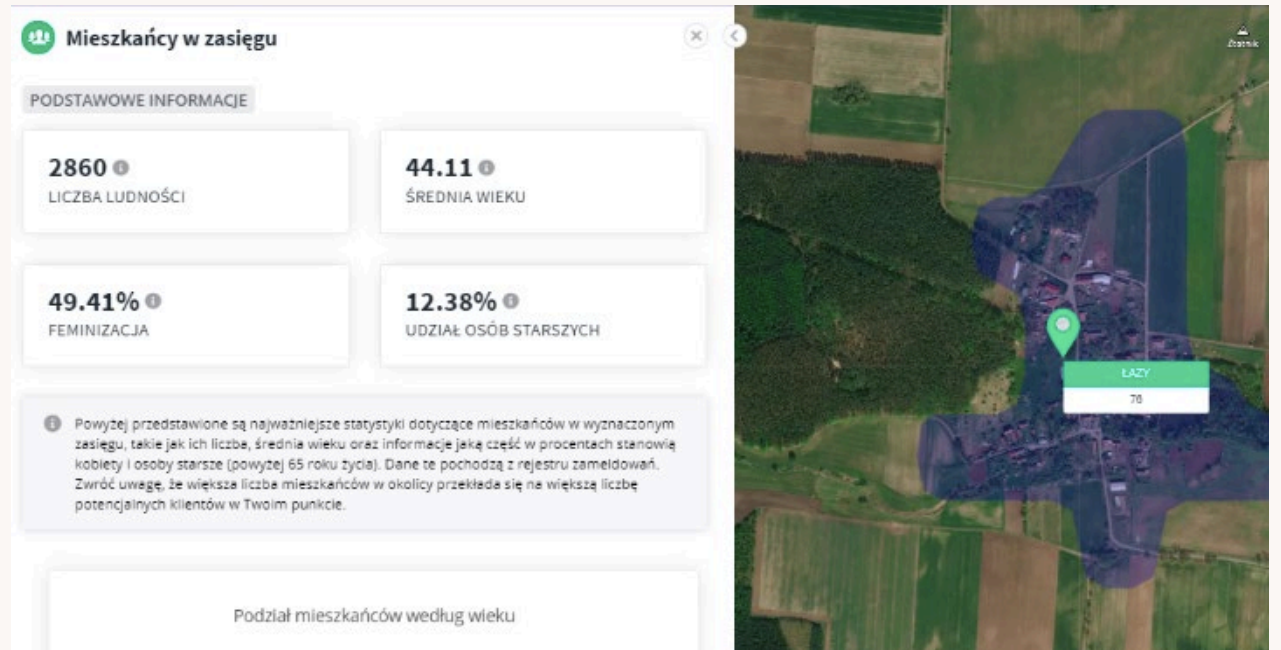
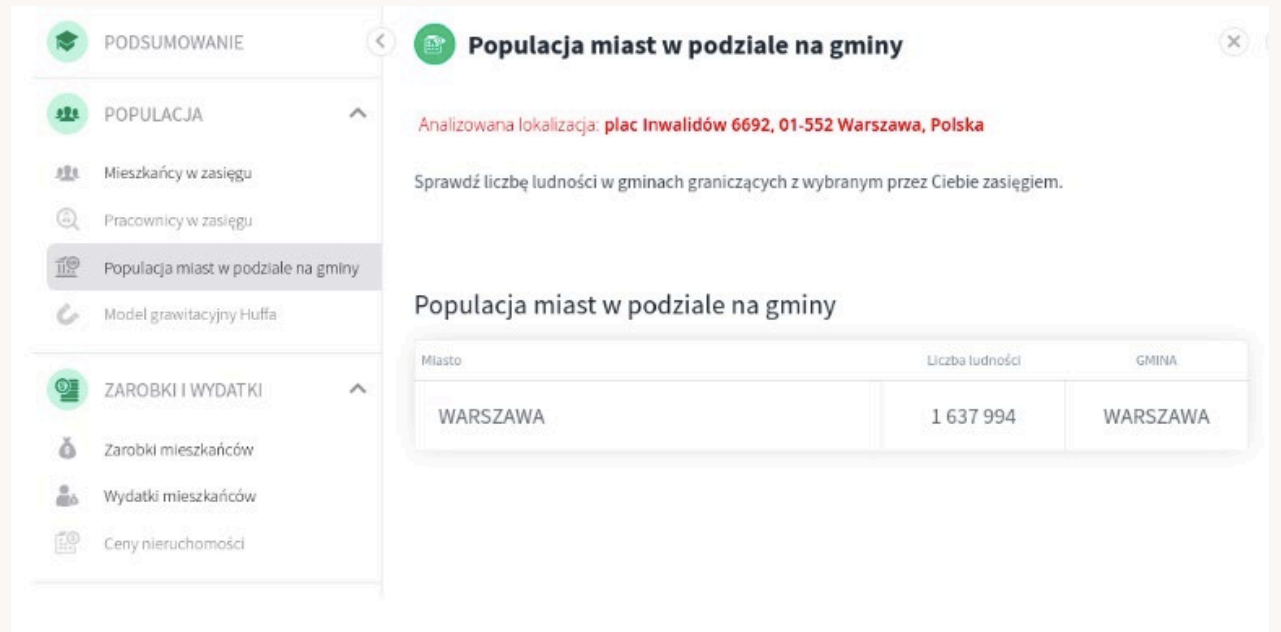
# Reducing Dino's expansion process

## PROBLEM:

During its development, Dino encountered a protracted analysis process due to the analysts' lack of direct access to data on locations (e.g. pedestrian and car traffic in the area)

## SOLUTION :

A tool with a comprehensive collection of data on pedestrian and car traffic volume, demographics and expenditures of the surrounding population, competition and development for the whole Poland in a clear interface.









Let us show you where your consumers are. Effectiveness in the offline world caused by technology.

# Target in-store promotions and sales reps effectively.

Boost returns on marketing budgets with advanced analysis of the target group presence and stores potential.

## What you can gain

-  Unique data on the results and characteristics of the shops you cooperate with.
-  Accelerate and simplify POSM campaign planning and activation.
-  Increase ROI on marketing by effectively targeting sales representatives at the point of sale
-  Higher effectiveness during discussions and negotiations with contractors, thanks to the possibility of equipping sales representatives with key information about them.



# Advanced traffic analysis of potential target group and potential for JTI

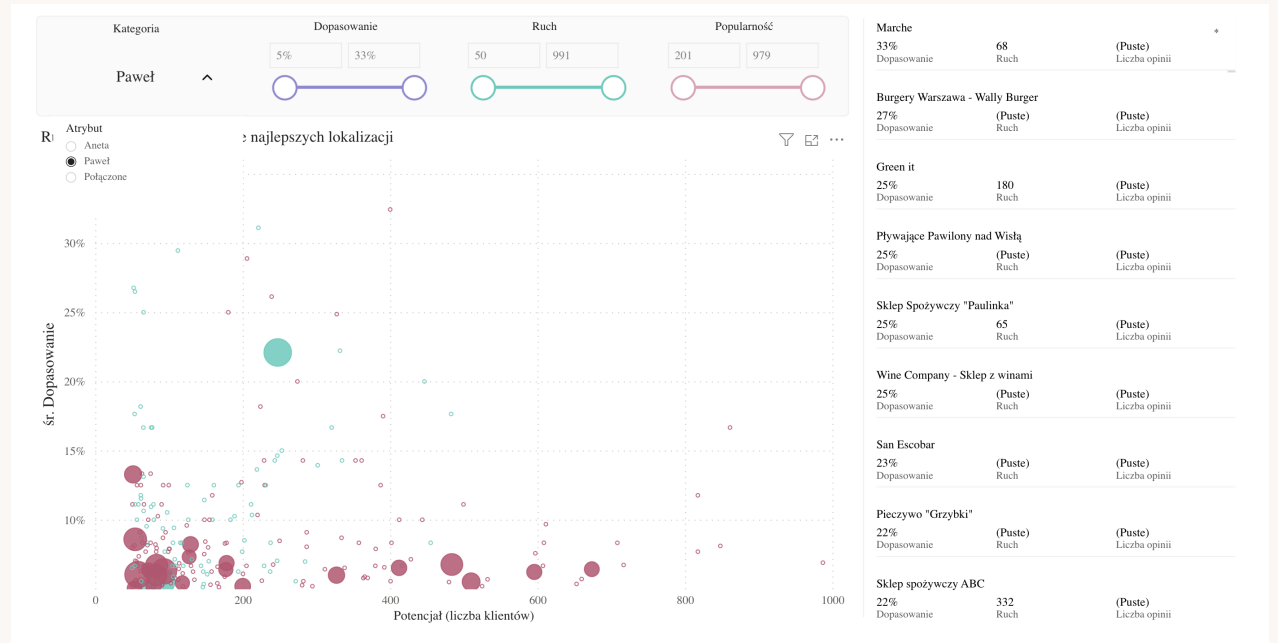
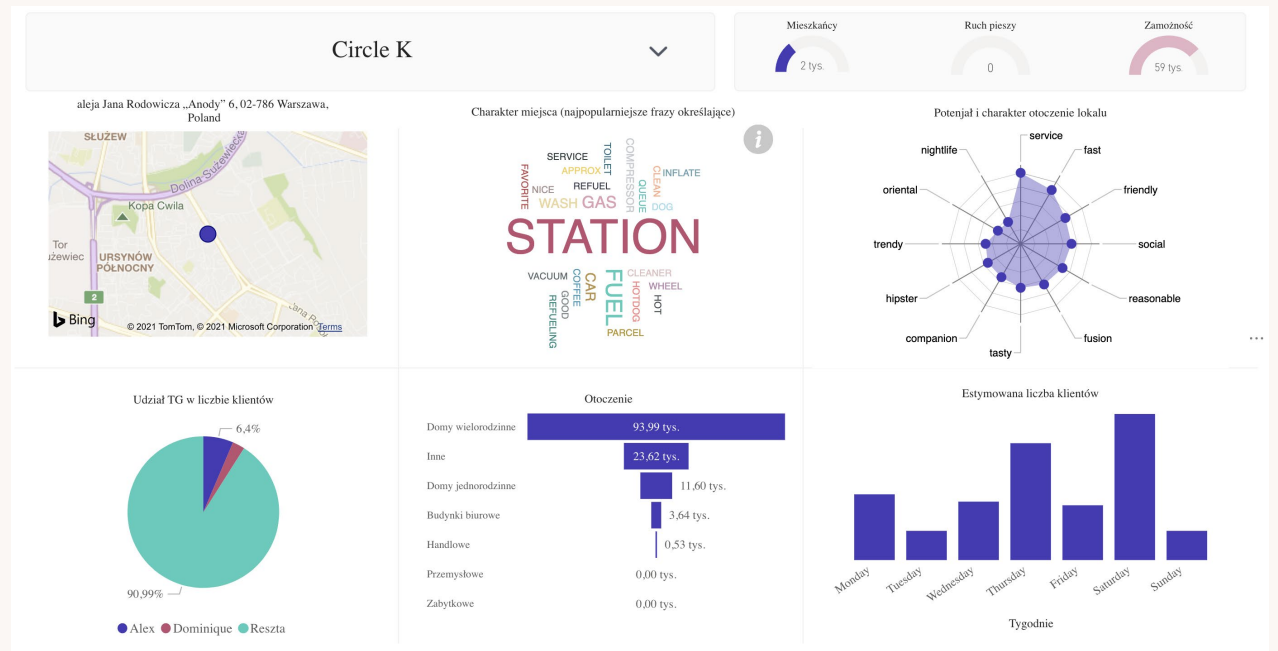
## PROBLEM

JTI in Poland has over 30k POS and had no knowledge of how to plan effective investments from a strategic and tactical perspective.

## SOLUTION

→ Detailed analysis examining at how many points and at what scale capital expenditures are not matched to the potential of the place.

→ Recommendations per point on investment expenditures.







Let us show you where your consumers are. Effectiveness in the offline world caused by technology.

# Improve the offline communication with your target groups.

Find out where they are and how to reach them effectively.

## What you can gain

-  Increase ROI on advertising activities by optimising their allocation.
-  Ability to monitor the market and consumer trends in real time.
-  Calculating the reach of the campaign and the cost of reaching the target audience before the campaign even starts.
-  Understand the behaviour of the offline target group and its detailed characteristics.

CASE STUDY *Coca-Cola*

# Identifying the target group, the places they visit and mapping out a specific area for Coca-Cola.

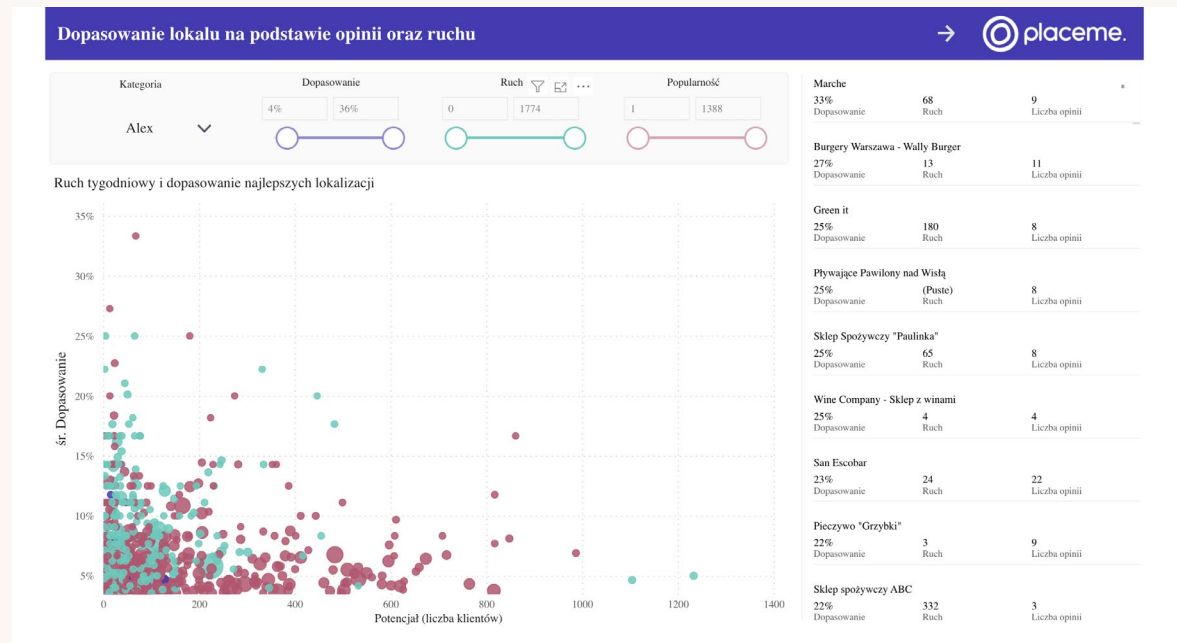
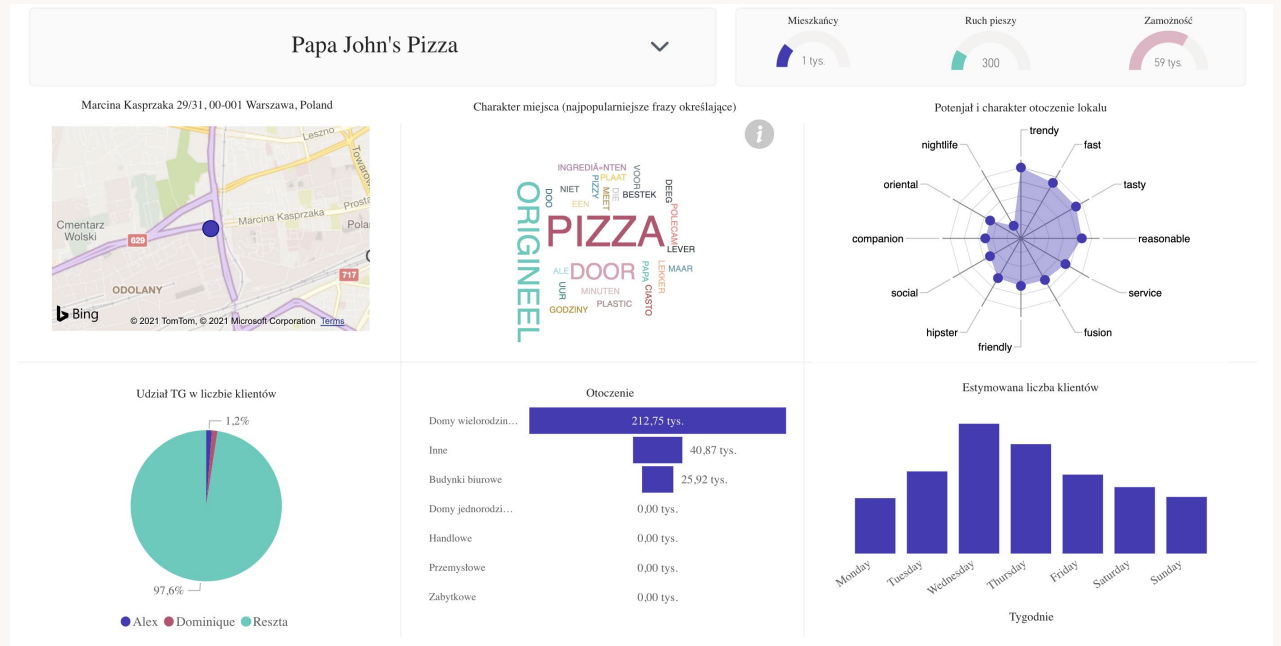
## PROBLEM

~ Coca-Cola has launched a new energy drink, Coke Energy, aimed at a narrowly defined and little understood target group.

## SOLUTION

➔ Defining specific locations where promotional and branding activities will be most effective.

➔ A comprehensive understanding of the target group.







# monitoring.

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technology.

**Do not overlook  
the key changes  
of your  
micro-market  
and use their full  
potential.**

Analyse different scenarios for the  
development of the sales network.

## What you can gain

-  Continuous analysis of competitors' activities without having to send people into the area.
-  Staying ahead of competitors by being able to respond to market changes in a time-efficient manner.
-  Comprehensive monitoring of your shop chain's performance and market share.
-  The ability to simulate the impact of openings and closings on your business performance.

# monitoring.

CASE STUDY **castorama**

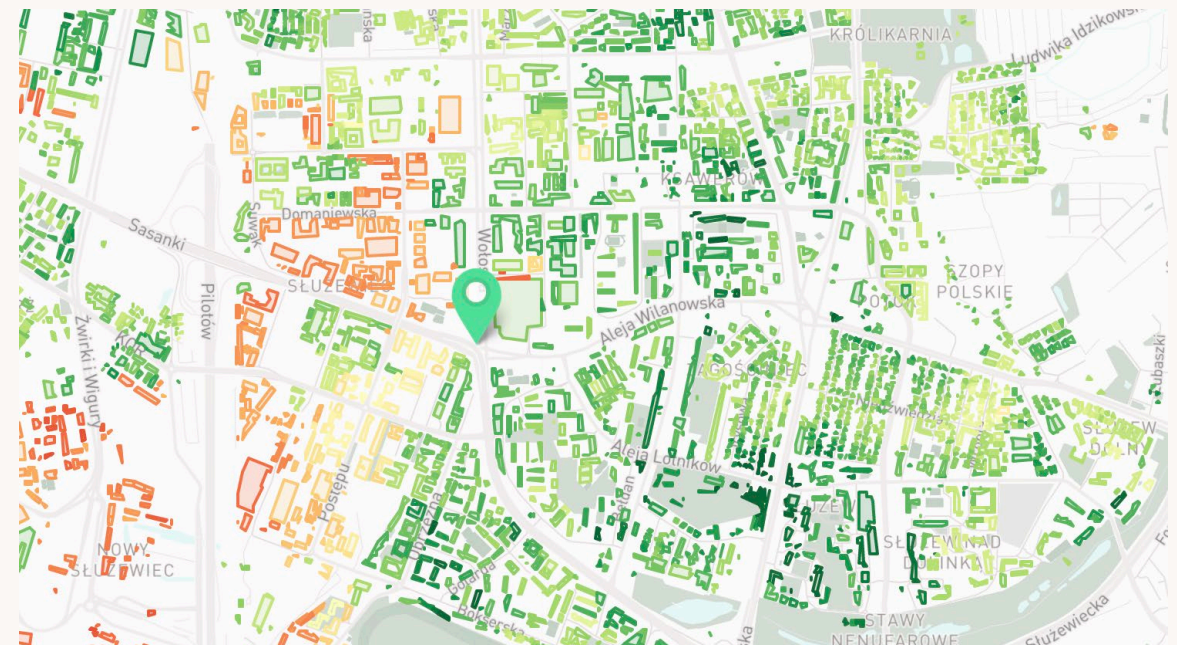
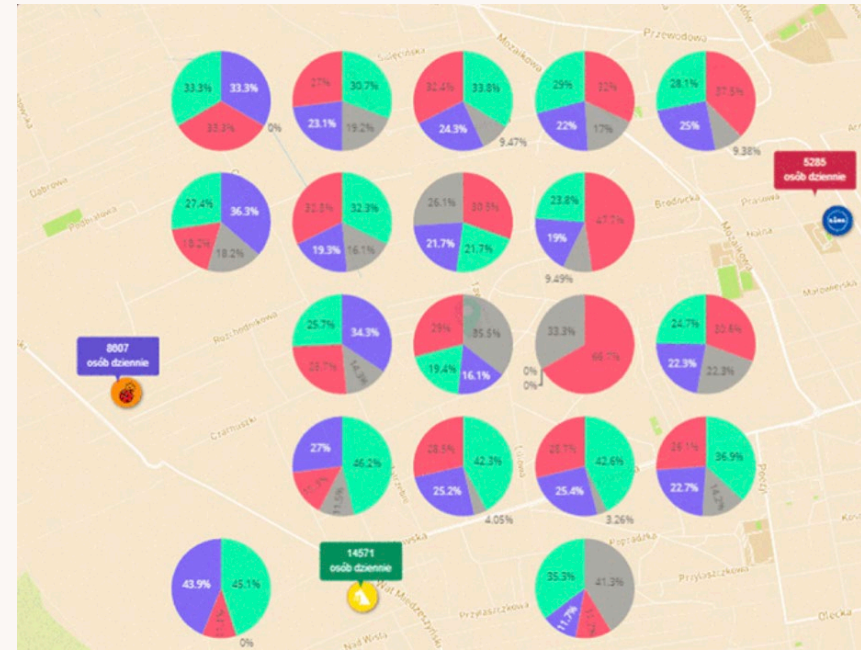
## Identification of growth potential of the retail network

### PROBLEM

→ The Castorama team lacked a tool to monitor traffic levels in individual shops, which resulted in a lack of information on the effectiveness of advertising activities.

### SOLUTION

- Conducted pilot of estimation of the number of shop entrances based on mobile phone data.
- A tool to better understand the profile and behaviour of local customers.







Let us show you where your consumers are. Effectiveness in the offline world caused by technology.

# Get the unique geospatial data that will enhance your systems and analyses.

Better insight into the market situation thanks to data from many sources.

## What you can gain

-  Expand your company's database with valuable market information.
-  Access to a powerful system that allows you to analyse several hundred locations at once.
-  Outsourcing complex spatial calculations, allowing your team to focus on what's important.
-  Increase the satisfaction of your app's users by guaranteeing them additional value.

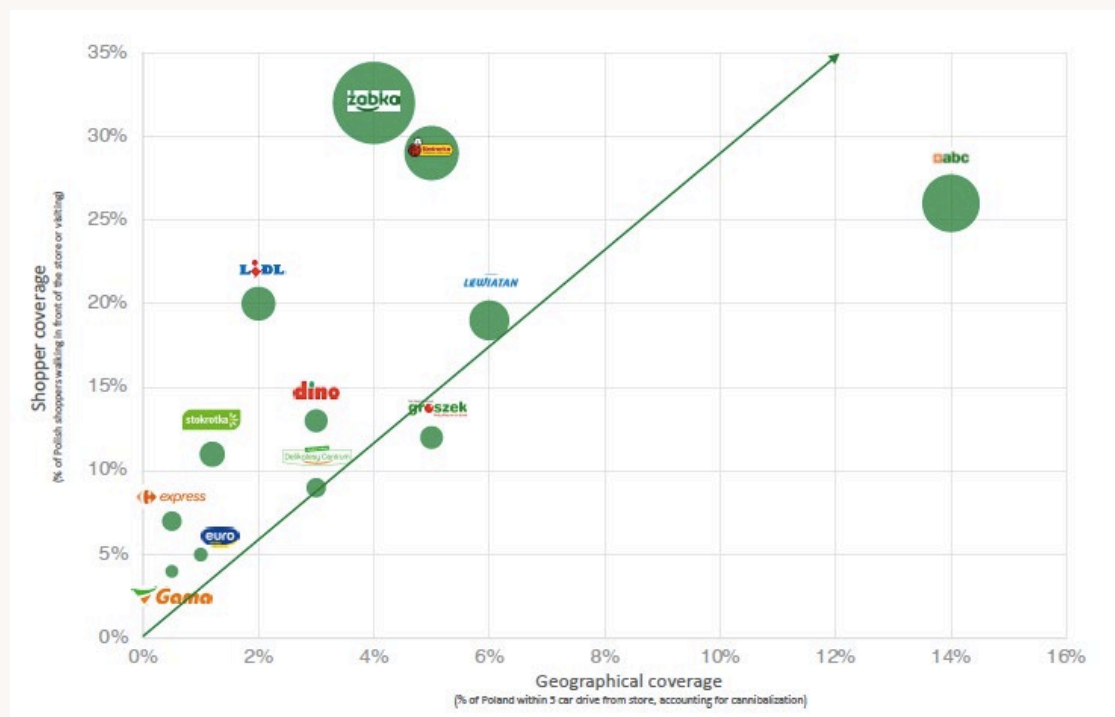
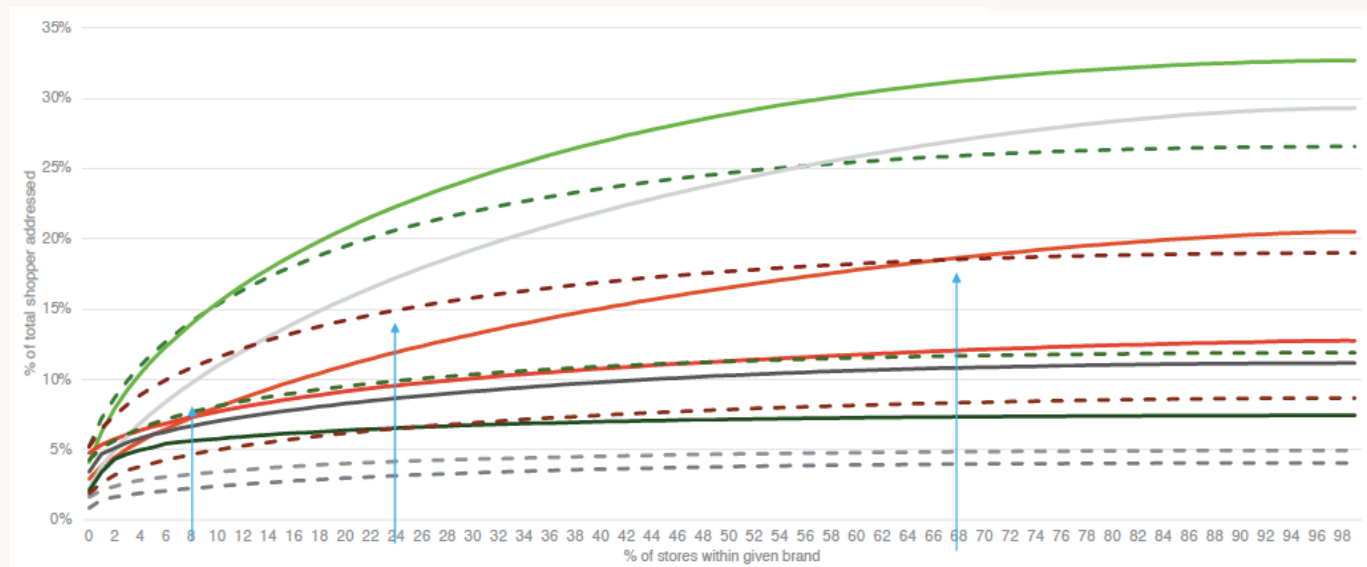
# Report on the mapping of shops in Poland

## PROBLEM

Eurocash had no knowledge of how market shares are distributed by food chains in Poland, what changes are taking place and how to know the trends among consumers.

## SOLUTION

An extensive report summarising, among other things, the prevailing trends, key drivers of change, monthly summaries, and a mapping of all grocery shops in Poland as potential customers for Eurocash.



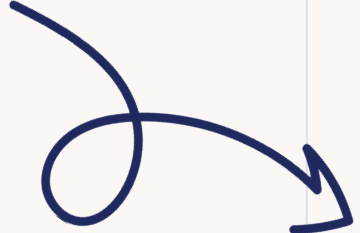
## DATA SETS

**We collect a lot of data that can be useful in modelling customer potential\*.**

All the data we offer are described with spatial objects, most often with precise coordinates (**lat/lng**).

Together with a classification allowing easy aggregation (**commune, voivodeship, district, territorial code**)

\*Additionally, it is possible to extend and customise the scope of the data according to your preferences



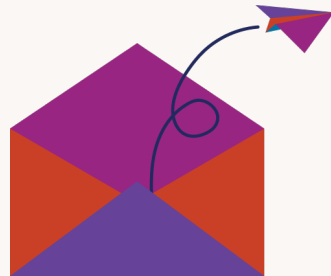
Ranges	Description of the data scope
POPULATION	population distribution, demographics - gender, age, feminisation, % older people
CATCHMENT AREA	The range of commuting or walking to a selected point in a given time together with the number of people living within this range
SERVICE OUTLETS	Arrangement, density and distribution of service points and shops with their precise segmentation
INVESTMENT PLANS	List of planned construction, road and infrastructure investments in the area
DEVELOPMENTS	Type of surrounding development with information on the function of the building (residential, office, production)
TRAFFIC GENERATORS /POI	Presence of places that generate pedestrian traffic, e.g. churches, schools, offices, courts etc.
TRAFFIC VOLUME	Traffic volume divided into pedestrian and vehicle traffic at a given location with monitoring over time and trends
CRIMINALITY	Number of crimes by type in the district
CUSTOMER REVENUES	Income of residents in a county - average, distribution and breakdown by demographics
RESIDENTS' EXPENSES	Monthly expenditure of residents of the designated area on given product categories
REAL ESTATE PRICES	Historical offer prices for property rentals and sales
COMPANIES	Number of registered companies in the given location, with division by PKD code



# Interested?

Feel free to contact me:

Martyna Głazik



[martynaglazik@placeme.pl](mailto:martynaglazik@placeme.pl)

[martynaglazik@dataplace.ai](mailto:martynaglazik@dataplace.ai)



+48 881 655 966